



LATEST NEWS OF THE AUTOMOBILE TRADE AND INDUSTRY



TRUCKS FOR UTILITY, NOT LUXURIES

Macaulay Tells Senator Simmons That Trucks Are Real Instruments of Commerce, No Joy Ride in a Truck and It Is Part of War Equipment.

The injustice of classing motor trucks among the luxuries scheduled for taxation in the war revenue bill is set forth clearly in a statement which Alvan Macaulay, president of the Packard Motor Car company, has submitted to Senator F. M. Simmons, chairman of the senate committee on finance.

Mr. Macaulay contends that the truck is an out-and-out instrument of commerce, wholly economic in its uses and of great military value to the government. He asserts, moreover, that the making of trucks is a new industry, in which no one as yet has got rich.

"Truck manufacture is a very much newer business than the manufacture of motor cars," Mr. Macaulay wrote to Senator Simmons. "Your committee never heard of a manufacturer of trucks that has gotten rich out of it. No one ever took a joy ride in a truck. It is designed to haul freight, and is as far removed from being a luxury as is a wheelbarrow."

"What, then, is the reason for subjecting trucks to the proposed 5 per cent tax, in addition to all the other taxes they will have to stand?"

"Trucks are made to take care of the business of the nation. They are regarded by the warring governments as important a part of war equipment as are the cannon themselves, being used to bring provisions to soldiers, ammunition to the guns, and largely where railroads are not available, to move all the equipment of warfare."

"Some of the European governments, among them Germany, and we believe France and England, subsidize all trucks used industrially that are adapted to transportation uses in time of warfare. Every encouragement is given to their production in quantities and to their widespread distribution."

"The last two years have proven the inadequacy of the railroad equipment of the country to handle the

freight traffic in peace times. This has given rise to a demand for trucks in every city, town and hamlet of the country. They are largely used to bring foodstuffs and produce to the markets, and then to take care of their retail distribution.

"As you doubtless know, our government is even now proposing to buy trucks in large numbers, in connection with the training of the large army we have been raising and are about to raise."

"Please consider what a tremendous factor trucks will be if this country is attacked by any foe that attempts to land troops for an invasion."

"In the nature of things, the foe would select a point inaccessible to our railroads. Trucks would then prove the main reliance of the nation for transporting troops, guns, ammunition and all supplies and equipment."

"Trucks saved Verdun to the allies."

"Do not, by harsh taxation, discourage the sale of trucks, since they are used chiefly for the distribution from producer to consumer. They are combating the high cost of living by eliminating the middleman. They will be always available for requisition by the government in time of need."

"If there is any article sold in America that is strictly utilitarian, and not in any remote sense luxurious, it is a truck."

"We respectfully urge you to foster this infant industry."

THE WAR DEMANDS SHORTEN CAR SUPPLY

"The government has just distributed orders for 50,000 motor cars of all descriptions," says Manager L. L. Haines of the Ogden Motor Car company. "This is just preliminary—the first of the war orders which shortly will demand practically all the cars of certain grades that can be manufactured. Fifty thousand motors are necessary for immediate organization uses. We can only conjecture what tremendous demands will follow when the government begins to mobilize the great army which will begin to take shape in a few weeks."

"Automobile men know they face a shortage. Many of them have bought stock far in advance of their usual schedule to be prepared. The general public also is beginning to realize that the car market will be short this year. It is not improbable, indeed, that the shortage will be so acute that dealers

who have cars on hand will be able to ask almost any price they wish for them."

"If we need an example of how war strips the motor market, we can find it in France, or any of the nations at war. France is now making five times as many cars as it did before the outbreak of the war, and only a few of these are available for private purchase."

"Many people in the United States are thoroughly aware of the situation and have prudently bought their cars while there is time. We have had a great many of these customers ourselves. The demand for Super-Sixes has been so great this year that there

is great difficulty in securing sufficient numbers of them from the factory when we want them. I don't know how much war orders will increase this difficulty, but I do know war orders must take precedence."

"People intending to buy motor cars this year should place their orders now to be on the safe side."

The latest nailmaking machines enable an operator to make a nail a second.

An umbrella with a handle that clasps over the wrist like a bracelet has been invented for the benefit of women shoppers.

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Every Feature and Detail, Usually Found Only in the Most Expensive Cars You Will Find in the Roomy, Powerful Paige.

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Phone 447.

ALL PEOPLE NEED AUTOS

"The motor car has been made more of a necessity than ever by the vastly increased activities of war time," says George R. Bury of the Packard company.

"The big men of the country are being called on these days to use their business ability, expert knowledge, experience and brains to bring the nation up to its most efficient point to meet the rigors of war," said Bury. "This means that big men must make the most profitable use of their time. The few minutes or the hour wasted here or there by the lateness of a train, the missing of an appointment, is time that they can ill afford to lose."

"The most dependable transportation is important to them. Moreover, the hard working man is more than ever in need of that recreation which conserves his full force. A great many business and professional men among them our leading statesmen, are devoting an hour or two a day, whenever they possibly can spare it, to golf. They must get from their offices to the golf course quickly and comfortably. A high-powered, dependable, easy-riding motor car is their indispensable vehicle. Nothing can take its place for them."

"Conferences among industrial men, among men in public life, are held more frequently as the collective judgment of the leaders is required. These men depend upon their automobiles to take them from one office to another or to and from their homes. There is no time for them to run the risk of having to stop and tinker with the car. They must be assured of dependability."

"The same facts apply to the lives of forceful, energetic women these days. The Red Cross and other patriotic movements are requiring more and more of their time, and they are placing their dependence in the automobile to carry them here and there wherever it is necessary for them to go. The automobile has lengthened the range of busy people with big things to do, and, conversely, the demands of such people have enlarged the sphere of the automobile's usefulness."

ARMORED AUTOS IN BRITISH FIGHT

(Correspondence of the Associated Press.)

BRITISH HEADQUARTERS IN EGYPT, May 26.—In the recent raid of the Egyptian armored car column on the Senussi, an Arabic order of Mohammedans, the crews of the cars traveled 200 miles into Libyan desert, fought a stubborn and well-hidden enemy for twenty hours and during the night twenty-two men in the cars remained within 500 yards of a foe outnumbering them by fully twenty-five to one. The story of the raid is told by the British official eye-witness.

The grand sheik of the Senussi, Sayed Ahmed, was known to be at the Siwah oasis, with his commander, An chief, Mohammed Saleh, and the remnants of his army, 800 rifles strong. The problem of supply made it imperative that the journey of 400 miles out and back should be performed in a week. It was exclusively a motor column.

The British force bivouaced the first night ninety miles from the coast, and went on next day to the summit of a sharp ridge fifteen miles from Siwah. The Senussi were hidden on a series of low hills. Siwah pass, considered by the Senussi the only possible road from Siwah to the outer country, was mined and the armored cars had to surmount a ridge to gain access to the little valley facing the Senussi position. Every car safely negotiated the

rough and tumble pass, except those in the supply service. The armored cars led the way toward Girba, chief town of the oasis, and all but two of them got into action within 300 yards of the Senussi position by 10 o'clock.

The cars had a hot reception. The tops of the turrets had been removed to save weight, and the mobafia, as the Senussi sharpshooters are called, scampered from their places of security behind rocks to the top of the Girba limestone cliffs and poured down a plunging fire in the hope of hitting the machine gunners inside the cars. Leaving one car in the center to engage the enemy, the remainder moved to the right and left to enfilade the position, and for half an hour the one car at the center received the fire from two ten-pounder mountain guns, two machine guns and 800 rifles.

Farther in the rear the patrols in unarmored cars, with machine guns, came into action, and so sprinkled the hill with bullets that the enemy dared no longer show a head. At noon a Senussi bugler sounded the charge, and many of the enemy rose to advance, but the automobile machine gunners did such execution that they quickly dropped back to cover.

All through the night the armored cars were stationary, being occasionally nipped, and occasionally firing on spots the bearings of which had been taken before dark. Such a wholesale dread had the Senussi of the armored cars that 800 of them made no attempt to rush the little band. Meanwhile the unarmored cars had gone back for supplies of food and ammunition.

Before daybreak the Senussi retired and when dawn broke figures silhouetted against the sky showed the enemy and their camels, trekking westward, a long way out of range and impossible to reach owing to the precipitous hillsides. The crews of the cars destroyed their camp and collected a large quantity of arms and ammunition. Fully 200 Senussi soldiers were killed or wounded.

The next day the Egyptian force entered Siwah. Sayed Ahmed and his commander were never in the fight, but left Siwah when they learned of the arrival of the cars.

Lieutenant William Griggs, a famous jockey, was in command of one of the armored cars, and has just received the military cross for his part in the raid.

GOOD IDEA.
The restaurant manager stood behind the cashier's desk wearing his stock in trade smile for each customer. An old gentleman walked in. "I notice," said he, "that you advertise that you make your own pies." "Yes, sir," answered the manager, proudly, "we do."

"Would you permit me to offer a suggestion?" "Certainly, sir. We should be so happy if you would do so."

"Well, then, let some one else make them."—Philadelphia Ledger.

Spurs to be fastened to hens' legs to prevent them from setting have been patented by a Kansan.

Don't get critical when your boss tells you to do things.

Do You Notice?

The best informed men and women are those who see the most of what is going on about them, and remember what they see.

Do YOU notice the street signs and the show windows, are full of information to the NOTICING MAN.

HAVE YOU NOTICED THE KISSEL KAR SIGN OF THE NOBLITT MOTOR CAR CO., at 2322 Washington Ave., and the KISSEL AND ALLEN KARS AND KISSEL TRUCKS in the windows? Have you looked them over and secured all possible information about them? If not, then your education is incomplete and you are minus some information which is well worth having.

Let us remedy this at once. Drop in the next time you pass and let us tell you about this truly unusual line. Don't wait until you are ready to buy. If you tell us frankly that you are not in the market for a CAR or TRUCK we will not bother you or urge you to buy one; but we want you to know about it just the same.

We are going to have a grand opening with "fancy fixin's" some day soon, will let you know about it when the time comes, but in the meantime drop in and get acquainted with the cars and trucks and your would-be friends, the

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In any crowd of fine cars, note how the Hudson Super-Six dominates. Never before was first place held by a car at the Hudson price.

But Hudson engineers gave to the world the marvelous Super-Six motor. By minimizing friction, 80 per cent was added to motor efficiency, and increased endurance to a limit not yet discovered.

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Many men will this spring buy a fine car, to serve for years to come. More such men will choose Hudson Super-Six than any other car. What will you do? Come and see.

Phaeton, 7-passenger, \$1650 Town Car, - - - \$2225
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Cabriolet, 3-passenger, 1550 Limousine, - - - 2925
Touring Sedan, - - 2175 Limousine Landslet, 2025

(All prices f. o. b. Detroit)

HUDSON SUPER-SIX



OGDEN MOTOR CAR CO.

2331-33 Hudson Avenue.

Phone 460.